GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:5088
ANSWERED ON:29.04.2008
REVENUE FROM CRICKET MATCH
Gawali Smt. Bhavana Pundlikrao

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the total revenue earned by the Doordarshan and Akashwani from the Broadcast/Telecast of cricket matches between India and other countries recently, match-wise;

(b) whether the Doordarshan and Akashwani have given any share amount to any other organization;

(c) if so, the details thereof; and

(d) the steps taken/proposed to be taken by the Government for increasing the revenue of both Doordarshan and Akashwani?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING(SHRI P.R. DASMUNSI)

(a), (b) & (c): Prasar Bharati (Doordarshan) have informed that in terms of The Sports Broadcasting Signals (Mandatory Sharing with Prasar Bharati) Act, 2007 the rights holder has to share the live signal with Prasar Bharati and revenue earned is to be shared in the ratio of 75% to the Rights Holder and 25% to Prasar Bharati. The details are given below:

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S.No. Event & Date     Rights Holder Share 75%  Prasar Bharati's share(25%)/Revenue earned.
1. India-Bangladesh Cricket Series
 10th May to 29th May, 2007   Nimbus
       Rs.4,59,00,000/-
           Rs.1,53,00,000/-
2. India-Ireland Cricket Series
 23rd June to 3rd July, 2007   Nimbus
       Rs.7,65,00,000/-
           Rs.2,55,00,000/-
3. India-England Cricket Series
 19th July to 8th September, 2007  ESPN
       Rs.10,35,00,000/-
           Rs.3,45,00,000/-
4. India-Australia Cricket Series
 29th September to 17th October, 2007  Nimbus
       26,47,50,000/-
           Rs.8,82,50,000/-
5. India-Australia Twenty Twenty  Cricket match
 20th October, 2007    Nimbus
       Rs.2,32,50,000/-  Rs.77,50,000/-
6. India-Pakistan Cricket Series
 5th November to 12th December, 2007  Nimbus
       Rs.60,93,75,000/-
           Rs.20,31,25,000/-
7 India-Australia Cricket Series
 26th December, 2007 to 7th March, 2008  ESPN
       Rs.24,00,00,000/-
           Rs.8,00,00,000/-
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All India Radio has earned revenue of Rs.3,88,53,012/- from cricket matches viz. India Vs Australia Cricket Series 2007 and Commonwealth Bank Series (India-Australia-Sri Lanka) from 26.12.2007 to 7.3.2008 as entire package. All India Radio has not given any share amount to any organization from the revenue earned.

(d): Prasar Bharati have informed that All India Radio has initiated various steps to increase the commercial revenue which include:

Changing the Fixed Point Chart to include more popular programmes so as to attract more advertisements/commercials;

Broadcasting interactive programmes to increase direct participation of the listeners through phone-in devices and field recordings;

All the Stations of AIR of late have enhanced dedicated time-slots for their specific target audiences viz. Women and Children, the Youth, Rural Community, Music Lovers, Industrial Workers and the Farmers;

All India Radio has introduced its New Rate Card w.e.f. 1.4.2008, wherein various package rates for State Hook-up as well as National Hook up etc. have been devised for the first time to attract more advertisers/clients towards All India Radio.
Doordarshan has initiated various steps with a view to increase revenues. These include:

Increased in-house marketing of programme/event.

Setting up- of additional marketing units in various Zones/States of the country.

Starting of Self Finance Commissioning Scheme in which prime time serials are marketed in-house by Doordarshan, and

In-house marketing of feature films and other prime time programmes.